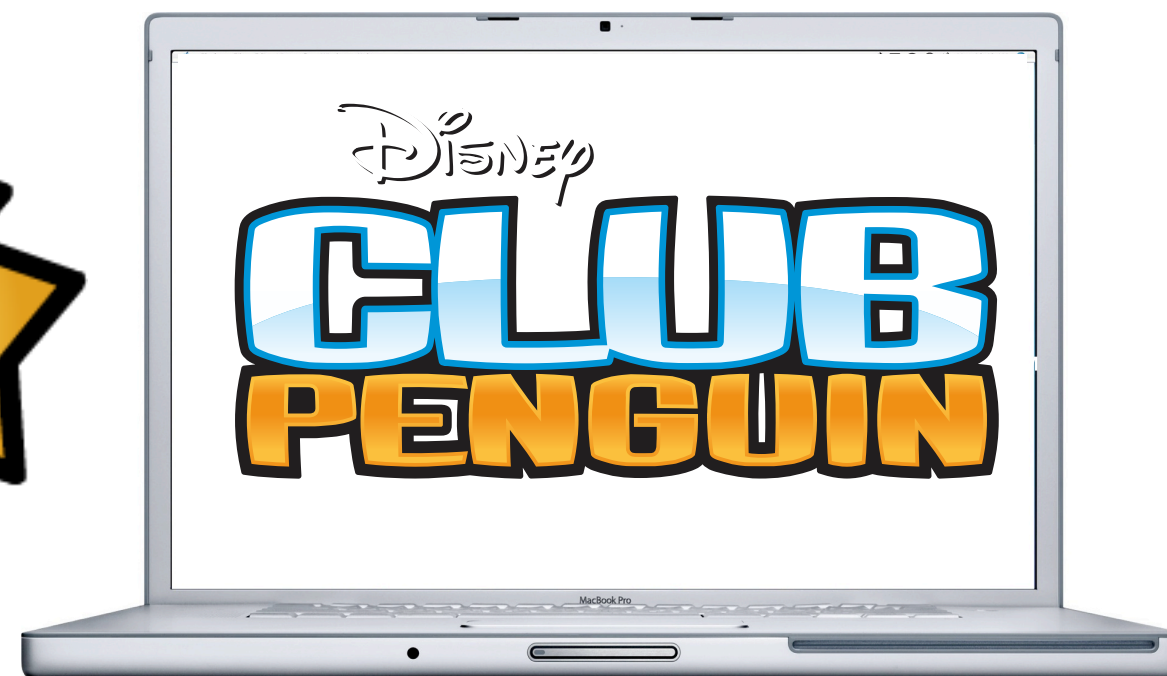


# Infinity Promotion 2014

## Marketing & Social Media Plan

Subject to Change - July 21, 2014

## Drive purchase of Club Penguin online memberships



## Introduce new players to Infinity PC and Toy Box iOS






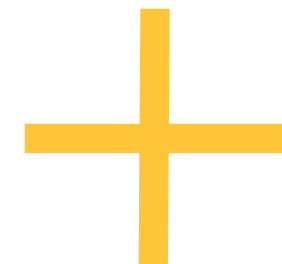
## Incentivize Club Penguin membership with a value-add that capitalizes on the high demand and audience overlap with Infinity

1 Month

**\$7.95** USD per month

🔄 \$7.95 recurring every month

 **Buy 1 Month**




**ONE Character**

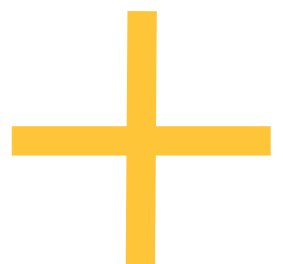


6 Months

**\$6.65** USD per month

🔄 \$39.95 recurring every 6 months

 **Buy 6 Months**




**ONE Play Set**

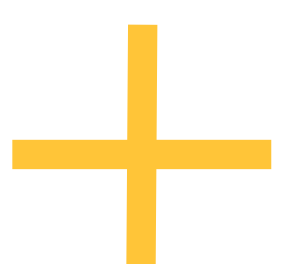


12 Months

**\$5.00** USD per month

🔄 \$59.95 recurring every year

 **Buy 12 Months**



**THREE Play Sets**



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**Eligibility:** New and existing free and non-recurring paid Club Penguin players

**Markets:** Global-excluding Russia and Canada (blocked by IP)

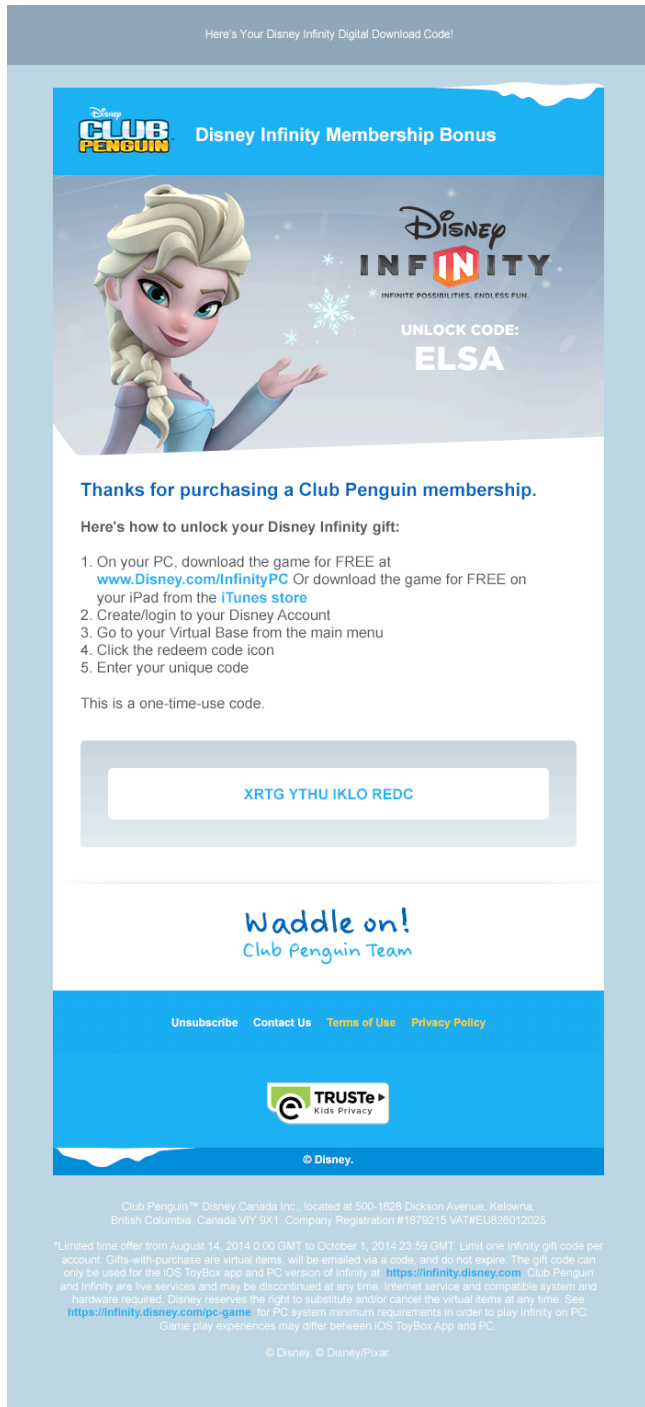
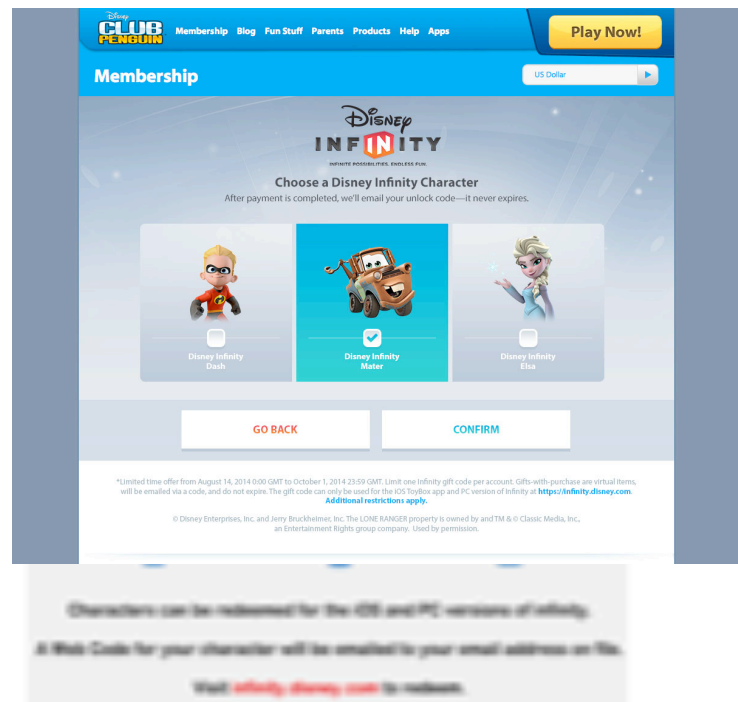
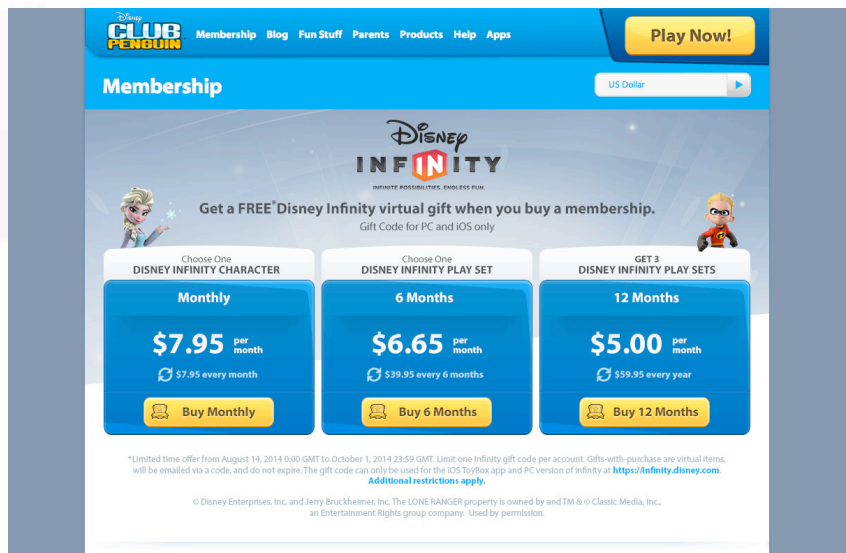
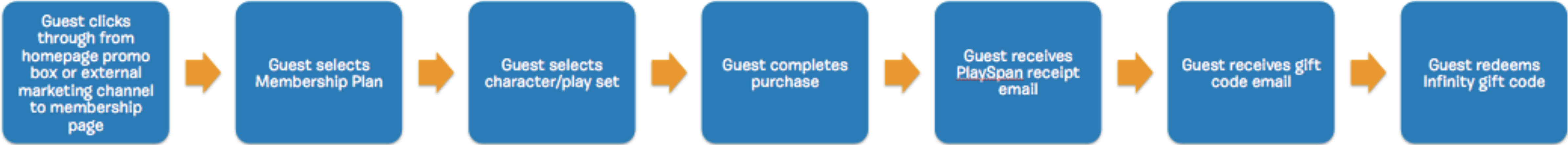
**Platform:** Clubpenguin.com only

**Offer Dates:** Aug 14, 2014– Oct 1, 2014 (end date pending performance)



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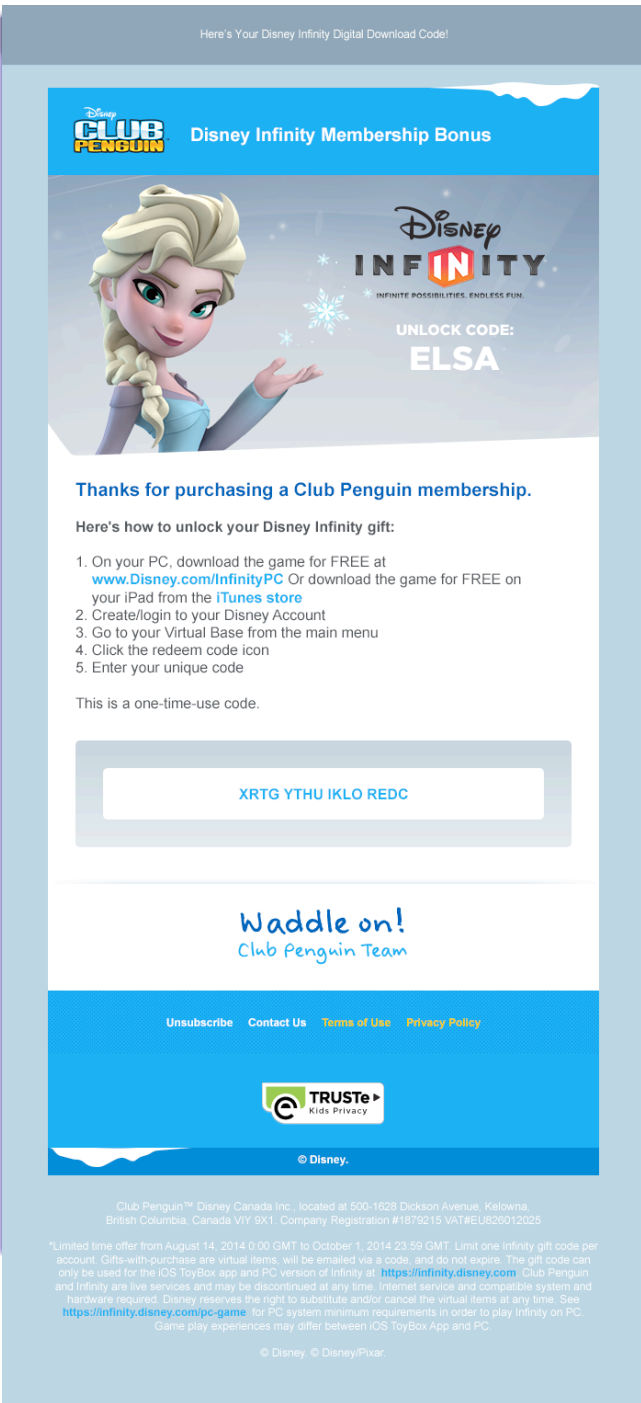
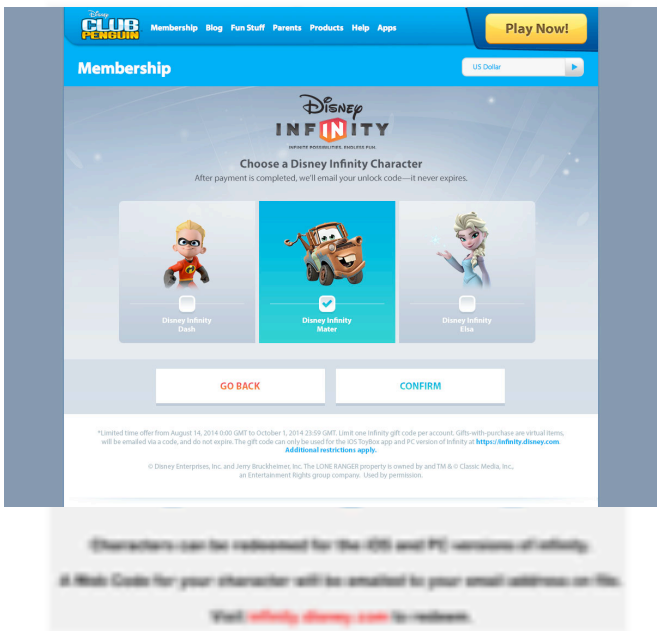
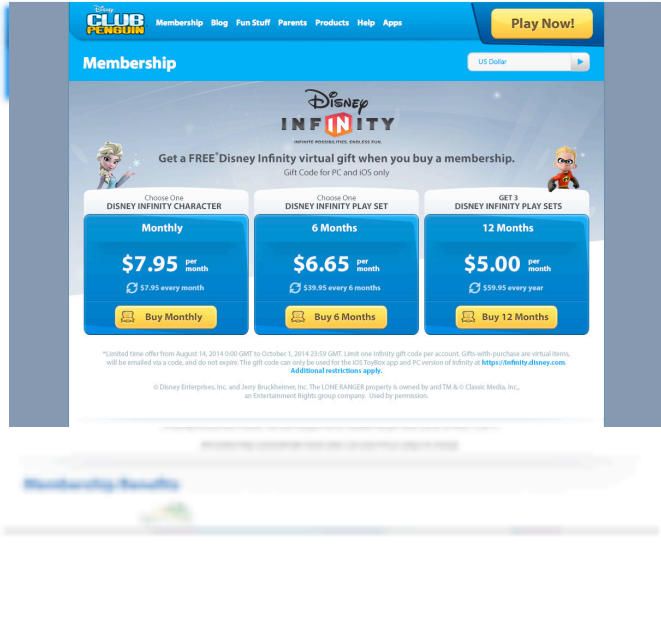
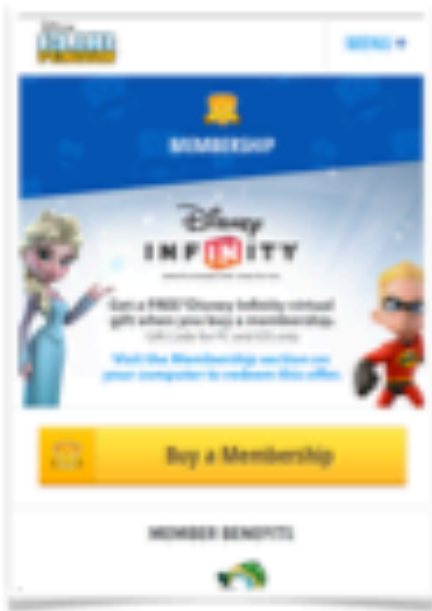
NOTE: This also includes Android Mobile Web (not mobile optimized) user flow

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# Creative | iOS Mobile Web User Flow




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clubpenguin.com





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Play Now!

Membership

US Dollar



Disney  
**INFINITY**  
INFINITE POSSIBILITIES. ENDLESS FUN.

Get a FREE\* Disney Infinity virtual gift when you buy a membership.  
Gift Code for PC and iOS only

Choose One DISNEY INFINITY CHARACTER	Choose One DISNEY INFINITY PLAY SET	GET 3 DISNEY INFINITY PLAY SETS
<div>Monthly</div> <div><b>\$7.95</b> per month</div> <div>\$7.95 every month</div> <div>Buy Monthly</div>	<div>6 Months</div> <div><b>\$6.65</b> per month</div> <div>\$39.95 every 6 months</div> <div>Buy 6 Months</div>	<div>12 Months</div> <div><b>\$5.00</b> per month</div> <div>\$59.95 every year</div> <div>Buy 12 Months</div>

\*Limited time offer from August 14, 2014 0:00 GMT to October 1, 2014 23:59 GMT. Limit one Infinity gift code per account. Gifts-with-purchase are virtual items, will be emailed via a code, and do not expire. The gift code can only be used for the iOS ToyBox app and PC version of Infinity at <https://infinity.disney.com>. Additional restrictions apply.

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Web browser & Android Mobile Web (not mobile optimized): [clubpenguin.com/membership](http://clubpenguin.com/membership)

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Play Now!

Membership

US Dollar



INFINITE POSSIBILITIES. ENDLESS FUN.

Get a FREE\* Disney Infinity virtual gift when you buy a membership.  
Gift Code for PC and iOS only



Choose One  
DISNEY INFINITY CHARACTER



Choose One  
DISNEY INFINITY PLAY SET



GET 3  
DISNEY INFINITY PLAY SETS

Monthly

\$7.95 per month

\$7.95 every month

Buy Monthly

6 Months

\$6.65 per month

\$39.95 every 6 months

Buy 6 Months

12 Months

\$5.00 per month

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Buy 12 Months

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# Creative | iOS Mobile Web Membership Page

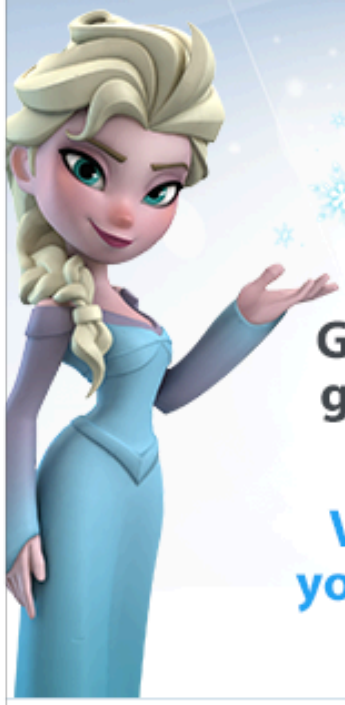




MENU +



MEMBERSHIP





Disney **INFINITY**

INFINITE POSSIBILITIES. ENDLESS FUN.

Get a **FREE\***Disney Infinity virtual gift when you buy a membership.  
Gift Code for PC and iOS only


Visit the **Membership** section on your computer to redeem this offer.





Buy a Membership

MEMBER BENEFITS



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# Creative | Membership Page Disclaimer



## Directly Below Membership Pricing:

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## Page footer:

**Club Penguin and Infinity are live services and may be discontinued at any time. Internet service and compatible system and hardware required. Disney reserves the right to substitute and/or cancel the virtual items at any time. See <https://infinity.disney.com/pc-game> for PC system minimum requirements in order to play Infinity on PC. Game play experiences may differ between iOS ToyBox App and PC.**

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## Any asset that shows Disney and Disney/Pixar assets:

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## Any asset that shows Disney/Club Penguin, Disney/Pixar and the Lone Ranger:

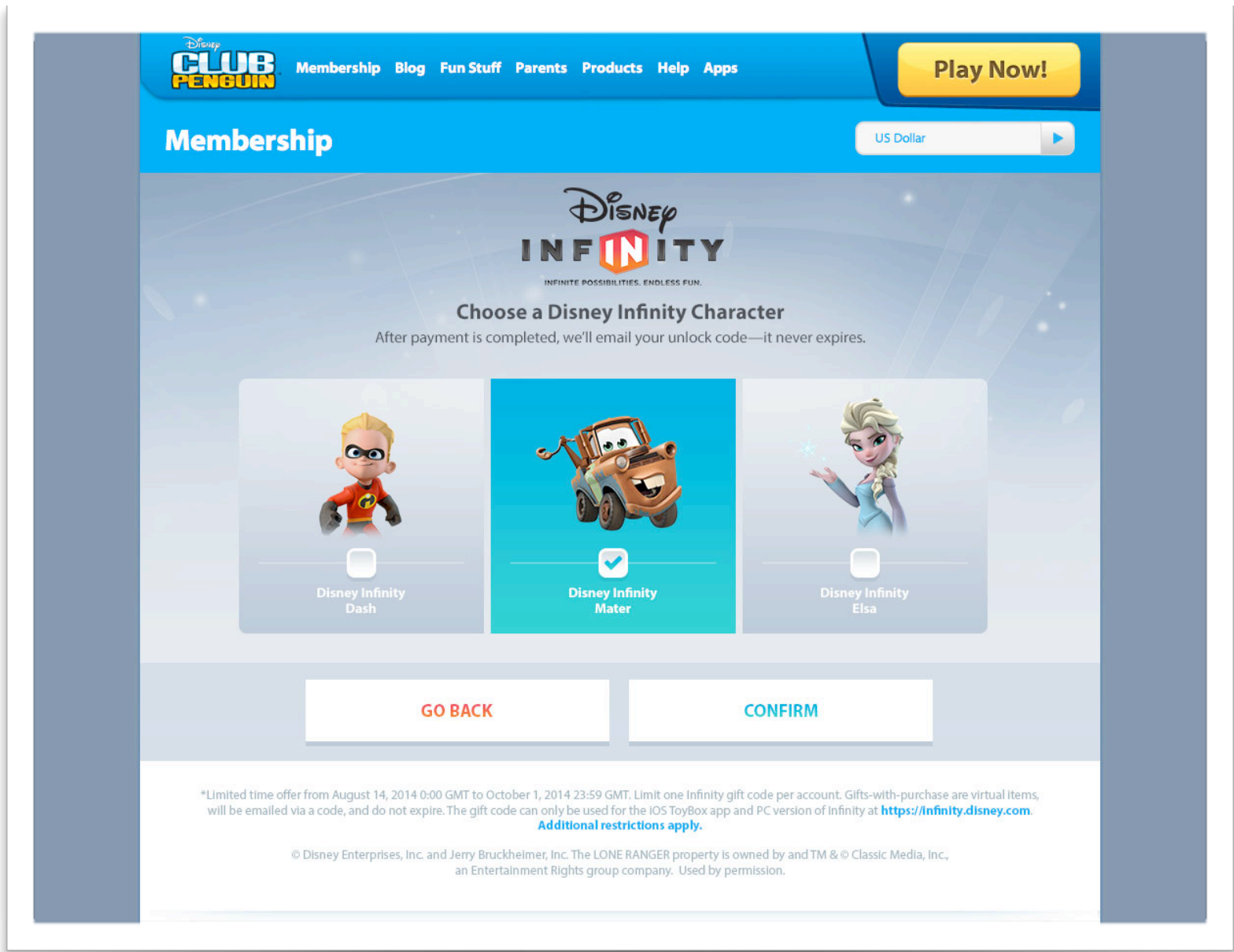
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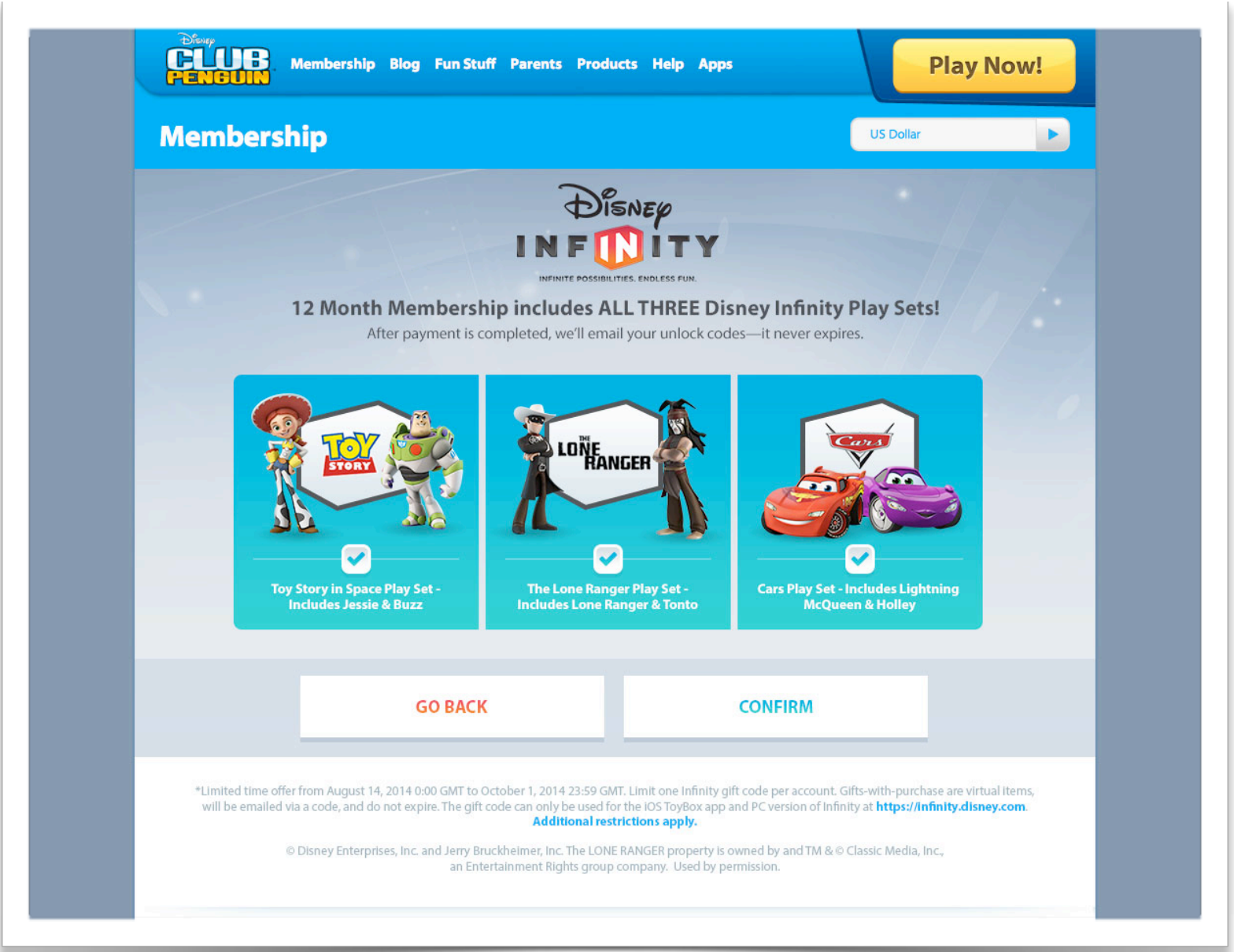
# Creative | Gift Selection



## 1 Month Membership



## 6 Month Membership



## 12 Month Membership

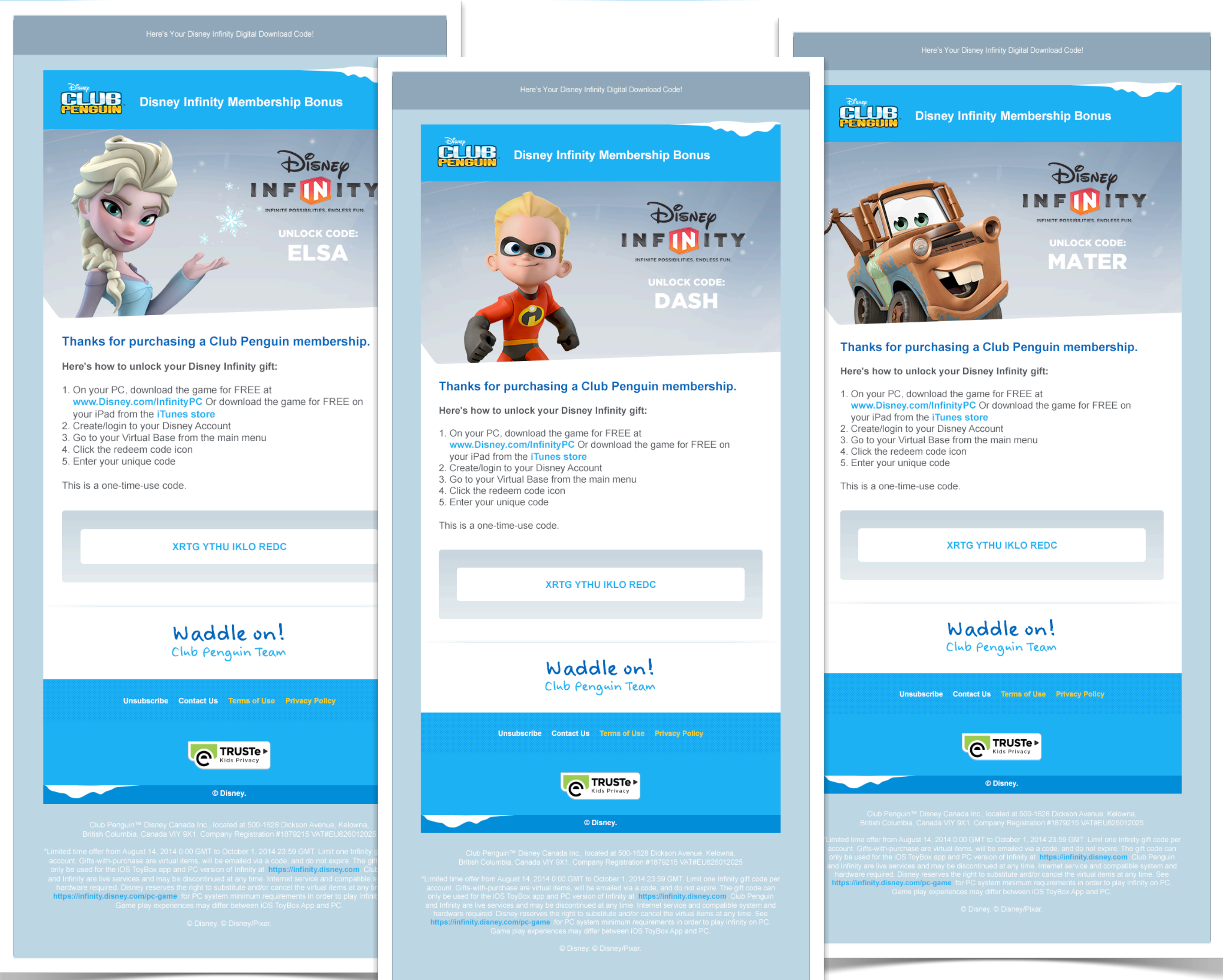
[clubpenguin.com/membership](http://clubpenguin.com/membership)

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# Creative | Bonus Gift Code Email



## 1 Month Membership

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# Creative | Bonus Gift Code Email



Here's Your Disney Infinity Digital Download Code!

Disney CLUB PENGUIN

Disney Infinity Membership Bonus

Disney INFINITY  
INFINITE POSSIBILITIES. ENDLESS FUN.

UNLOCK CODE:  
CARS  
PLAY SET

Thanks for purchasing a Club Penguin membership.

Here's how to unlock your Disney Infinity gift:

1. On your PC, download the game for FREE at [www.Disney.com/InfinityPC](http://www.Disney.com/InfinityPC) Or download the game for FREE on your iPad from the [iTunes store](#)

2. Create/login to your Disney Account

3. Go to your Virtual Base from the main menu

4. Click the redeem code icon

5. Enter your unique code

This is a one-time-use code.

XRTG YTHU IKLO REDC

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Club Penguin Team

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Kids Privacy

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Here's Your Disney Infinity Digital Download Code!

Disney CLUB PENGUIN

Disney Infinity Membership Bonus

Disney INFINITY  
INFINITE POSSIBILITIES. ENDLESS FUN.

UNLOCK CODE:  
TOY STORY  
IN SPACE  
PLAY SET

Thanks for purchasing a Club Penguin membership.

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Disney CLUB PENGUIN

Disney Infinity Membership Bonus

Disney INFINITY  
INFINITE POSSIBILITIES. ENDLESS FUN.

UNLOCK CODE:  
THE LONE  
RANGER  
PLAY SET

Thanks for purchasing a Club Penguin membership.

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6 Month Membership

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Friday, August 8, 14





# Creative | Bonus Gift Code Email



## 12 Month Membership

Here's Your Disney Infinity Digital Download Code!

Disney Infinity Membership Bonus

INFINITE POSSIBILITIES. ENDLESS FUN.  
  
UNLOCK CODES:  
**THREE PLAY SET PACK**

Thanks for purchasing a Club Penguin membership.

Here's how to unlock your Disney Infinity gift:

1. On your PC, download the game for FREE at [www.Disney.com/InfinityPC](http://www.Disney.com/InfinityPC) Or download the game for FREE on your iPad from the [iTunes store](#)
2. Create/login to your Disney Account
3. Go to your Virtual Base from the main menu
4. Click the redeem code icon
5. Enter your unique codes

This is a one-time-use codes.

Toy Story in Space Play Set: **XRTG YTHU IKLO REDC**

The Lone Ranger Play Set: **XRTG YTHU IKLO REDC**

Cars Play Set: **XRTG YTHU IKLO REDC**

Waddle on!  
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## **GX | Mitigation Policies**

Customers who complain because they purchased a membership on the app/mobile before seeing this promotional offer available on web only.

Response policy: GX can offer them the Disney Infinity gift code that corresponds with their membership length that was purchased.

Since refunds for in-app purchases go through Apple, and Apple's process is inconsistent, it is preferable to give the bonus offer to these customers (no direct cost to Club Penguin) to avoid cancellation altogether.

1. Customer buys a membership card at a retailer during the offer promotion period and asks if they are eligible

Response policy: These guests are ineligible for the offer since this is available for online purchases only

2. Customer emails or calls saying they never received the Infinity gift code. Likely the issue is that we sent the bonus gift code to the email address on the penguin account which may be different than the email they entered when they purchased. The receipt confirming purchase and the bonus code email would go to different email accounts.

Response Policy -GX should see a note on the penguin account showing the bonus code that was awarded. They can send that code once they have verified the guest's claim.

3. Existing member contacts GX because they feel that they've missed out on this offer since they purchased their membership at the standard price or without any promotional benefits

Response policy: GX can offer one free Disney Infinity character gift code to any guest who has purchased a membership in the past month. For guests who have had their membership for longer than the past month, or want one of the Disney Infinity 6 or 12 month gift code(s), GX can encourage the guest to cancel and repurchase in order to take advantage of this offer (They will get the membership time they have already paid for plus whatever time they sign up for).

### Notes:

- Refund Policy (current TOU): <http://disneytermsofuse.com/english/#section4>

- There is potential customer confusion between what code to use from the bonus code email. If a customer inquires, the correct code for redemption is the alpha-numerical code in the field within the body of the email--not in the header.

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